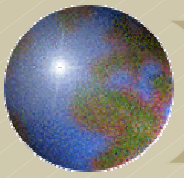


# *Webmasters Roundtable: Accessibility as Good Practice*

Assistive Technology Partnership  
Lilly Blase, Program Coordinator

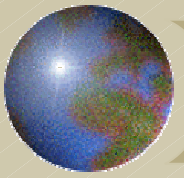


# *Accessibility: Defined*

“Development of information systems flexible enough to accommodate the needs of the broadest range of users ... regardless of age or disability.”

Waddell, C.D. (1998, p.1) Applying the ADA to the Internet: A Web Accessibility Standard.

<http://www.rit.edu/~easi/law/weblaw.htm>



# *Accessibility: Why do we do it?*

- ✚ It's the right thing to do

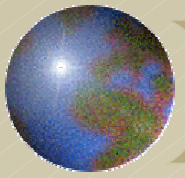
Ethics would have us treat others equally

- ✚ It's the smart thing to do

Economic decisions

Web decisions

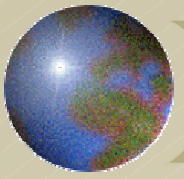
Compatibility with emerging technologies



# *Accessibility: Why do we do it?*

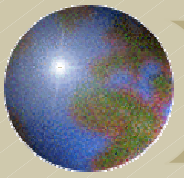
## **It's the law**

- ✚ IDEA provisions
- ✚ Rehabilitation Act (Sections 504 & 508)
- ✚ ADA of 1990
- ✚ Telecommunications Act (Section 255)
- ✚ Responses from U.S. Dept. of Education
- ✚ Nebraska Technology Access Clause



*Accessibility: Why do we do it?*

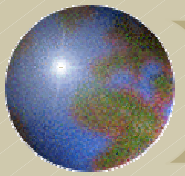
Many institutions, agencies  
& organizations wish to  
have a global audience.



# *Who does this affect?*

People challenged in ...

- ⊕ Vision
- ⊕ Hearing
- ⊕ Vision & Hearing
- ⊕ Motor Skills
- ⊕ Cognition
- ⊕ Seizure disorders
- ⊕ Age-related processes

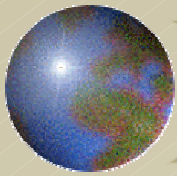


## *What to consider ...*

All content must be able to be accessed  
in multiple ways

For example, you can't rely on:

- ✚ Use of mouse only
- ✚ Use of sight only
- ✚ Use of hearing only



# *How do we design or fix sites?*

## Evaluate your design

### Online validators

- Bobby (<http://bobby.watchfire.com/>)
- The WAVE ([www.wave.webaim.org](http://www.wave.webaim.org))

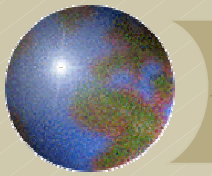
### Software validators

- Freeware
- Built in access features

### Markup validators

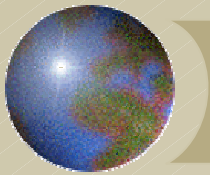
- CSS (<http://validator.w3.org>)





## *Where to start?*

- ✚ Fix the easiest issues
  - Missing or incorrect links
- ✚ Fix your templates
  - Key accessibility & navigation
- ✚ Fix all HTML-related issues
  - Data tables, JavaScript, document structure
- ✚ Fix all non-HTML issues
  - Captioned media, Flash, PDF, PowerPoints

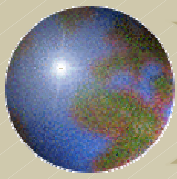


# *Quick tips to make accessible web sites*

- **Images & animations:** Use the **alt** attribute to describe the function of each visual.
- **Image maps.** Use the client-side **map** and text for hotspots.
- **Multimedia.** Provide captioning and transcripts of audio, and descriptions of video.
- **Hypertext links.** Use text that makes sense when read out of context. For example, avoid "click here."
- **Page organization.** Use headings, lists, and consistent structure. Use **CSS** for layout and style where possible.
- **Graphs & charts.** Summarize or use the **longdesc** attribute.
- **Scripts, applets, & plug-ins.** Provide alternative content in case active features are inaccessible or unsupported.
- **Frames.** Use the **noframes** element and meaningful titles.
- **Tables.** Make line-by-line reading sensible. Summarize.
- **Check your work.** Validate. Use tools, checklist, and guidelines at <http://www.w3.org/TR/WCAG>

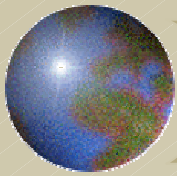
***For Complete Guidelines & Checklist: [www.w3.org/WAI](http://www.w3.org/WAI)***

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# *Online Resources*

- Nebraska Assistive Technology Partnership Information Technology
  - <http://www.nde.state.ne.us/ATP/infotech.asp>
- World Wide Web Consortium's (W3C)
  - <http://www.w3.org/WAI/>
- WebAIM Project at Utah State University's Center for Persons with Disabilities
  - <http://www.webaim.org/>
- Federal Section 508 Home Page
  - <http://www.section508.gov/>
- Federal Access Board
  - <http://www.access-board.gov/>
- Nebraska Technology Access Clause
  - <http://www.nitc.state.ne.us/standards/accessibility/tacfinal.htm>
- Nebraska Information Technology Commission
  - <http://www.nitc.state.ne.us/>



## *Contact us ...*



✿ Mark Schultz, Director -  
471-0734

[mschultz@atp.state.ne.us](mailto:mschultz@atp.state.ne.us)

✿ Lilly Blase, Program  
Coordinator - 471-6051

[lblase@atp.state.ne.us](mailto:lblase@atp.state.ne.us)

888-806-6287

<http://www.nde.state.ne.us/ATP/>